A3385-3.2U
12/88

FAS-FAX:
Canadian Newspapers

Circulation averages
for six months ended
September 30, 1988

Daily Newspapers

Preliminary figures as filed with:

Audit Bureau of Circulations
900 N. Meacham Road, Schaumburg, IL 60173-4968

INFORMATION FOR THE USERS OF THIS REPORT

ABC Daily Newspaper FAS-FAX reports are published semiannually in April and October and include selected data from regular Publisher's Statements as filed with ABC by publisher members. US and Canadian newspaper data are published in separate volumes.

Circulation figures for most newspapers in this FAS-FAX report are six-month averages. In some cases, the annual audit reporting periods do not coincide with the generally used March 31 and September 30 closing dates and, in these cases, the figures are three-month averages (see note on symbols). Publisher's Statement Not Filed By Press Time indicates that the publisher has not filed their statement prior to the closing date of this issue of FAS-FAX.

As in the case of all data filed with ABC, the data are subject to confirmation by regularly scheduled audits. If there is an adjustment of five percent or more between the publisher's figures and the auditor's findings, then the previous year comparison figures shown in FAS-FAX are adjusted to the auditor's findings. When a newspaper in a competitive market is adjusted under this policy, all other newspapers in the market are adjusted to the actual audit (see note on symbols). Additional detailed information for each listed newspaper is contained in its Publisher's Statement and Audit Report.

City and Retail Trading Zones are market areas defined by the Audit Bureau. Newspaper Designated Market is that geographical area which is considered to be the market served by the newspaper. City Of Publication indicates circulation is reported by corporate city rather than zones or other optional methods. Detailed descriptions of census units comprising each newspaper's market definitions are contained in the regular Publisher's Statements and Audit Reports.

Occupied Households figures (OH's) used in this report are 1988 ABC estimates. Questions should be directed to Manager, Market Information.

Ratio Circulation/Occupied Households is a mathematical relationship of average paid circulation to occupied households within the designated area.

SYMBOLS

- # Identifies newspaper reporting circulation averages by Newspaper Designated Market. OH's and Ratio Circ/OH's data are applicable to that market designation.
- @ Identifies newspaper reporting circulation averages by City Of Publication. OH's and Ratio Circ/OH's data are applicable to that market designation.
- * Identifies three-month circulation averages (see text above).
- + Identifies adjusted comparison figures (see text above).
- ☆ Denotes change in publishing plan (i.e. Morning to Evening). As such, circulation for each period is reported on separate lines.

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Source: Audit Bureau of Circulations' FAS-FAX Report - September 30, 1988.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ALBERTA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
CALGARY (CEN. DIV. 6)		247,500			144,400			391,900			
HERALD	M (M-TH & SAT)		114,034	46.07		15,965	11.06		129,999	132,262	133,064
HERALD	FRI M		145,674	58.86		22,553	15.62		168,227	170,324	172,349
HERALD	SUN		102,577	41.45		14,276	9.89		116,853	118,728	119,382
SUN	M (M-F)		57,567	23.26		11,459	7.94		69,026	70,931	74,760
SUN	SUN		75,858	30.65		16,909	11.71		92,767	95,375	94,890
EDMONTON (CEN. DIV. 11)		244,000			244,700			488,700			
JOURNAL	M (M-TH & SAT)		106,871	43.80		38,802	15.86		145,673	148,933*	158,068*
JOURNAL	FRI M		124,981	51.22		52,483	21.45		177,464	180,628*	194,319*
JOURNAL	SUN		99,714	40.87		34,538	14.11		134,252	136,787*	141,019*
EDMONTON (CEN. DIV. 11)		273,900#						273,900			
SUN	M (M-F)	#	74,375	27.15					74,375	93,554*	86,816*
SUN	SUN	#	103,556	37.81					103,556	127,730*	125,150*
FORT McMURRAY (CEN. DIV. 12)		11,000@						11,000			
TODAY	E (M-TH)	@			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
TODAY	FRI E	@			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
GRANDE PRAIRIE (CEN. DIV. 15)		9,400			19,500			28,900			
HERALD-TRIBUNE	E (M-TH)		5,663	60.24		2,366	12.13		8,029	8,129	8,272
HERALD-TRIBUNE	FRI E		7,928	84.34		2,929	15.02		10,857	11,005	10,976
LETHBRIDGE (CEN. DIV. 2)		22,700			33,600			56,300			
HERALD	E		14,365	63.28		9,741	28.99		24,106	24,267*	25,034*
MEDICINE HAT (CEN. DIV. 1)		16,200			7,300			23,500			
NEWS	E		11,702	72.23		2,071	28.37		13,773	13,971	13,999
RED DEER (CEN. DIV. 8)		21,900			40,000			61,900			
ADVOCATE	E		13,096	59.80		8,477	21.19		21,573	21,687*	22,218*
BRITISH COLUMBIA											
CRANBROOK (EAST KOOTENAY RD)		5,900			6,600			12,500			
TOWNSMAN	E (M-F)		3,828	64.88		167	2.53		3,995	4,078	4,148
FORT ST. JOHN (PEACE RIVER-LIARD RD)		4,600			2,900			7,500			
ALASKA HIGHWAY NEWS	E (M-F)		2,467	53.63		626	21.59		3,093	3,158	3,182

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

BRITISH COLUMBIA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
KAMLOOPS (THOMPSON-NICOLA RD)		22,300			12,200			34,500			
NEWS	E		18,037	80.86		2,442	20.02		20,479	20,654	20,005
KELOWNA (CENTRAL OKANAGAN RD)		23,700			12,500			36,200			
COURIER	E		13,943	58.83		2,158	17.26		16,101	16,282	16,204
NANAIMO (NANAIMO RD)		20,100			31,300			51,400			
FREE PRESS	E		7,672	38.17		1,379	4.41		9,051	9,111	9,221
NELSON (CENTRAL KOOTENAY RD)		3,300			17,900			21,200			
NEWS	E (M-F)		2,385	72.27		1,961	10.96		4,346	4,575	5,884
PENTICTON (OKANAGAN-SIMILKAMEEN RD)		10,300			12,500			22,800			
HERALD	E (M-F)		6,463	62.75		1,574	12.59		8,037	8,158	8,199
PORT ALBERNI (ALBERNI-CLAYOQUOT RD)		6,400			4,600			11,000			
VALLEY TIMES	E (M-F)		4,693	73.33		1,839	39.98		6,532	6,675	6,516
PRINCE GEORGE (FRASER-FORT GEORGE RD)		22,200			18,400			40,600			
CITIZEN	E		18,251	82.21		3,134	17.03		21,385	21,740	21,530
PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD)		5,400			1,600			7,000			
NEWS	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
TRAIL (KOOTENAY BOUNDARY RD)		3,900			9,600			13,500			
TIMES	E (M-F)		2,971	76.18		2,667	27.78		5,638	5,786	5,757
VANCOUVER (GREATER VANCOUVER RD)		369,000			257,400			626,400			
PROVINCE	M (M-F)		82,710	22.41		64,358	25.00		147,068	180,742	175,821
PROVINCE	SUN		96,203	26.61		79,804	31.00		178,007	223,901	219,004
SUN	E (M-TH)		130,813	35.45		67,711	26.31		198,524	217,600	223,227
SUN	FRI E		159,898	43.33		84,305	32.75		244,203	268,383	268,964
SUN	SAT E		153,784	41.68		85,587	33.25		239,371	273,691	273,553
VERNON (NORTH OKANAGAN RD)		11,400			19,000			30,400			
NEWS	E		6,843	60.03		1,161	6.11		8,004	8,132	8,318

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VICTORIA (CAPITAL RD)		93,200#			74,600			167,800			
TIMES-COLONIST	M	#	64,988	69.73		11,925	15.99		76,913	80,502	78,716
TIMES-COLONIST	SUN	#	62,740	67.32		11,690	15.67		74,430	78,056	76,027
MANITOBA											
BRANDON (CEN. DIV. 7)		15,300			25,400			40,700			
SUN	E (M-TH & SAT)		10,800	70.59		6,374	25.09		17,174	17,804*	17,526*
SUN	FRI E		11,563	75.58		9,028	35.54		20,591	21,286*	21,923*
PORTAGE LA PRAIRIE (CEN. DIV. 9)		5,000			12,900			17,900			
GRAPHIC	E		4,205	84.10		343	2.66		4,548	4,622*	4,590*
WINNIPEG (CEN. DIV. 11)		236,200#			67,800			304,000			
FREE PRESS	E (M-F)	#	128,006	54.19		21,713	32.03		149,719	164,557	169,339
FREE PRESS	SAT M	#	164,957	69.84		41,931	61.85		206,888	231,269	229,296
FREE PRESS	SUN	#	111,248	47.10		19,179	28.29		130,427	143,055	145,519
WINNIPEG (CEN. DIV. 11)		233,800#						233,800			
SUN	M (M-F)	#	45,388	19.41					45,388	51,444	47,698
SUN	SUN	#	51,818	22.16					51,818	59,837	57,981
NEW BRUNSWICK											
CARAQUET (GLOUCESTER CO.)		13,700#			13,300			27,000			
L'ACADIE NOUVELLE	M (M-F)	#	7,156	52.23		1,299	9.77		8,455	9,279	
FREDERICTON (YORK CO.)		17,800			23,400			41,200			
GLEANER	E		16,067	90.26		11,423	48.82		27,490	28,668	28,253
MONCTON (WESTMORLAND CO.)		28,800			72,100			100,900			
TIMES-TRANSCRIPT	E (M-F)		23,076	80.13		17,956	24.90		41,032	43,200☆	
TIMES-TRANSCRIPT	E										45,067
TIMES-TRANSCRIPT	SAT		26,549	92.18		22,684	31.46		49,233	52,197	

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MANITOBA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
ST. JOHN (ST. JOHN CO.)		28,900			209,900			238,800			
TELEGRAPH-JOURNAL, TIMES-GLOBE	CMB DLY		24,595	85.10		38,461	18.32		63,056	63,533	61,960
TELEGRAPH-JOURNAL	M (M-F)		3,366	11.65		27,323	13.02		30,689	31,005	30,088
TIMES-GLOBE	E (M-F)		21,229	73.46		11,138	5.31		32,367	32,528	31,872
TELEGRAPH-JOURNAL	SAT M		21,390	74.01		38,810	18.49		60,200	60,772	59,760
NEWFOUNDLAND											
CORNER BROOK (CEN. DIV. 5)		6,900			17,500			24,400			
WESTERN STAR	E		4,907	71.12		5,132	29.33		10,039	10,875	10,725
ST. JOHN'S (CEN. DIV. 1)		30,500			132,000			162,500			
TELEGRAM	E (M-F)		20,498	67.21		17,170	13.01		37,668	37,876	37,680
TELEGRAM	WKND		23,647	77.53		30,365	23.00		54,012	54,627	53,945
NOVA SCOTIA											
AMHERST (CUMBERLAND CO.)		3,700			11,500			15,200			
NEWS	M (M-F)		2,450	66.22		1,443	12.55		3,893	3,988	4,008
HALIFAX (HALIFAX CO.)		257,500#						257,500			
CHRONICLE-HERALD, MAIL-STAR	CMB DLY	#	134,126	52.09		12,359			146,485	146,485	141,899
CHRONICLE-HERALD	M	#	75,871	29.46		12,203			88,074	88,074	83,802
MAIL-STAR	E	#	58,255	22.62		156			58,411	58,411	58,097
HALIFAX (HALIFAX CO.)		117,000#						117,000			
THE DAILY NEWS	M	#	20,844	17.82		2,218			23,062	23,062	22,825
NEW GLASGOW (PICTOU CO.)		7,800			9,100			16,900			
NEWS	E		7,197	92.27		3,602	39.58		10,799	11,213	11,251
SYDNEY (CAPE BRETON CO.)		12,100			41,000			53,100			
POST	E				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
TRURO (COLCHESTER CO.)		7,600			14,700			22,300			
NEWS	E		4,975	65.46		3,859	26.25		8,834	8,942	8,396

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BARRIE (SIMCOE CO.)											
EXAMINER	E	17,800	10,069	56.57	24,400	3,851	15.78	42,200	13,920	14,079	13,948
BELLEVILLE (HASTINGS CO.)											
INTELLIGENCER	E	14,000	11,041	78.86	32,400	7,201	22.23	46,400	18,242	18,501	18,042
BRAMPTON (PEEL RM)											
TIMES	E (M-F)	63,900	9,369	14.66	9,500	110	1.16	73,400	9,479	9,536	9,188
BRANTFORD (BRANT CO.)											
EXPOSITOR	E	28,700	21,536	75.04	37,100	10,943	29.50	65,800	32,479	33,037	32,634
BROCKVILLE (LEEDS CO.)											
RECORDER & TIMES	E	8,500	7,352	86.49	21,700	8,182	37.71	30,200	15,534	16,143	15,647
CAMBRIDGE (WATERLOO RM)											
REPORTER	E	28,000	12,705	45.38	4,500	802	17.82	32,500	13,507	13,582	13,323
CHATHAM (KENT CO.)											
NEWS	E	15,700	10,258	65.34	22,600	5,360	23.72	38,300	15,618	15,738	15,363
COBOURG (NORTHUMBERLAND CO.)											
STAR	E (M-F)	5,100	3,692	72.39	5,952	1,756	29.50	11,052	5,448	5,639*	5,684*
CORNWALL (STORMONT CO.)											
STANDARD-FREEHOLDER	E	17,400	12,927	74.29	12,500	4,249	33.99	29,900	17,176	17,747	17,096
GUELPH (WELLINGTON CO.)											
MERCURY	E	29,700	15,617	52.58	24,600	2,983	12.13	54,300	18,600	18,705	18,345
HALTON RM-HAMILTON-WENTWORTH RM											
SPECTATOR (COMBINED)	E	182,600	110,033	60.26	93,600	27,011	28.86	276,200	137,044	139,413	140,128
SPECTATOR (HAMILTON ED.)	E	142,500	89,327	62.69	54,000	24,819	45.96	196,500	114,146	116,420	116,924
SPECTATOR (BURLINGTON ED.)	E	40,100	20,706	51.64	39,600	2,192	5.54	79,700	22,898	22,993	23,204
KENORA (KENORA DIST.)											
MINER & NEWS	E (M-F)	3,700	3,953	106.84	3,300	866	26.24	7,000	4,819	5,031*	4,845*
KINGSTON (FRONTENAC CO.)											
WHIG-STANDARD	E	50,500#	17,472	34.60	13,700	15,187	110.85	64,200	32,659	36,447	36,084

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KIRKLAND LAKE (TIMISKAMING DIST.)		4,700			10,000			14,700			
NORTHERN NEWS	E		3,317	70.57		2,094	20.94		5,411	5,612	5,567
KITCHENER-WATERLOO (WATERLOO RM)		80,000			42,800			122,800			
RECORD	E		50,500	63.13		17,004	39.73		67,504	77,802	77,400
LINDSAY (VICTORIA CO.)		5,900			17,000			22,900			
POST	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
POST	TH E				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
LONDON (MIDDLESEX CO.)		106,200			199,200			305,400			
FREE PRESS	M		64,554	60.79		58,234	29.23		122,788	125,233	129,539
NIAGARA FALLS (NIAGARA RM)		26,900			13,300			40,200			
REVIEW	E		18,022	67.00		3,358	25.25		21,380	21,563	21,421
NORTH BAY (NIPISSING DIST.)		18,500			17,800			36,300			
NUGGET	E		14,569	78.75		8,182	45.97		22,751	24,577	24,275
ORILLIA (SIMCOE CO.)		9,300			12,700			22,000			
PACKET & TIMES	E		7,055	75.86		3,399	26.76		10,454	10,587*	10,262*
OSHAWA-WHITBY (DURHAM RM)		60,200			50,900			111,100			
TIMES	E		19,871	33.01		2,079	4.08		21,950	22,042	22,264
OTTAWA (OTTAWA-CARLETON RM)		320,500#						320,500			
	ALL DAY										
CITIZEN	(M-F)	#	153,929	48.03					153,929	190,584	188,263
CITIZEN	SAT M	#	191,812	59.85					191,812	244,124	242,380
CITIZEN (9-25-88 to 9-30-88)	SUN	#	140,156	43.73					140,156	172,010	
OTTAWA-HULL (OTTAWA-CARLETON RM)		258,200#						258,200			
	ALL DAY										
LE DROIT	(M-F)	#	26,289	10.18		6,660			32,949	32,949	35,381
LE DROIT	SAT E	#	30,116	11.66		7,646			37,762	37,762	40,751
OWEN SOUND (GREY CO.)		7,900			33,800			41,700			
SUN TIMES	E		7,401	93.68		15,405	45.58		22,806	24,373	23,686

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ONTARIO		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
PEMBROKE (RENFREW CO.)		6,000			16,500			22,500			
OBSERVER	E		4,087	68.12		3,045	18.45		7,132	7,225	7,066
PETERBOROUGH (PETERBOROUGH CO.)		23,600			28,000			51,600			
EXAMINER	E		18,131	76.83		8,640	30.86		26,771	27,375	25,857
PORT HOPE (NORTHUMBERLAND CO.)		3,900			1,300			5,200			
GUIDE	E (M-F)		2,860	73.33		414	31.85		3,274	3,445*	3,542*
ST. CATHARINES (NIAGARA RM)		50,800			15,800			66,600			
STANDARD	E		34,039	67.01		6,247	39.54		40,286	42,572	43,299
ST. THOMAS (ELGIN CO.)		11,200			13,900			25,100			
TIMES-JOURNAL	E		6,753	60.29		2,701	19.43		9,454	9,536	9,604
SARNIA (LAMBTON CO.)		29,800			15,500			45,300			
OBSERVER	E		20,056	67.30		3,937	25.40		23,993	24,096	23,944
SAULT STE. MARIE (ALGOMA DIST.)		29,100			6,100			35,200			
STAR	E		21,477	73.80		4,795	78.61		26,272	26,739	26,436
SIMCOE (HALDIMAND-NORFOLK RM)		5,400			16,200			21,600			
REFORMER	E (M-F)		4,202	77.81		5,334	32.93		9,536	9,745	9,545
STRATFORD (PERTH CO.)		10,500			11,200			21,700			
BEACON-HERALD	E		8,137	77.50		4,531	40.46		12,668	13,106	12,974
SUDBURY (SUDBURY RM)		54,400#			17,800			72,200			
STAR	E	#	24,981	45.92		2,781	15.62		27,762	27,981	27,662
THUNDER BAY (THUNDER BAY DIST.)		41,100			16,800			57,900			
TIMES-NEWS, CHRONICLE-JOURNAL	CMB DLY		30,900	75.18		5,381	32.03		36,281	37,436*	38,284*
TIMES-NEWS	M		2,392	5.82		4,893	29.13		7,285	8,264*	8,708*
CHRONICLE-JOURNAL	E		28,508	69.36		488	2.90		28,996	29,172*	29,576*
TIMMINS (COCHRANE DIST.)		16,600			5,100			21,700			
PRESS	E		10,470	63.07		1,254	24.59		11,724	13,381	13,547

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
TORONTO (TORONTO RM)		2,059,600#						2,059,600			
RACING FORM	MON M									2,837*	3,629*
RACING FORM	M (TU-F)									4,946*	5,529*
RACING FORM	SAT M									10,137*	10,217*
RACING FORM	SUN									8,493*	8,837*
STAR	ALL DAY (M-F)	#	468,897	22.77					468,897	523,192	522,971
STAR	SAT	#	695,026	33.75					695,026	788,092	789,401
STAR	SUN	#	410,961	19.95					410,961	515,455	531,223
TORONTO (TORONTO RM)		1,312,300#						1,312,300			
SUN	M (M-F)	#	247,032	18.82					247,032	290,298	306,203
SUN	SAT	#	145,561	11.09					145,561	185,439	186,762
SUN	SUN	#	368,988	28.12					368,988	451,937	450,067
WELLAND-PORT COLBORNE (NIAGARA RM)		23,900			20,800			44,700			
TRIBUNE	E		14,290	59.79		2,142	10.30		16,432	16,813	16,954
WILLOWDALE (YORK CO.)											
COMMERCIAL NEWS & CONSTRUCTION RECORD	DLY (M-F)									6,481	6,190
WINDSOR (ESSEX CO.)		81,300			36,200			117,500			
STAR	E		63,915	78.62		20,876	57.67		84,791	86,376	87,167
WOODSTOCK (OXFORD CO.)		10,100			15,500			25,600			
SENTINEL-REVIEW	E		6,298	62.36		3,567	23.01		9,865	9,938	9,006
PRINCE EDWARD ISLAND											
CHARLOTTETOWN (QUEENS CO.)		9,100			32,800			41,900			
GUARDIAN, PATRIOT	CMB DLY		10,606	116.55		13,469	41.06		24,075	24,463	24,352
GUARDIAN	M		7,115	78.19		11,532	35.16		18,647	19,012	18,789
PATRIOT	E		3,491	38.36		1,937	5.91		5,428	5,451	5,563
SUMMERSIDE (PRINCE CO.)		4,600			10,800			15,400			
JOURNAL-PIONEER	E		3,919	85.20		6,269	58.05		10,188	11,331	11,447

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QUEBEC		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
CHICOUTIMI (CHICOUTIMI CO.)		21,200			42,700			63,900			
LE QUOTIDIEN DU SAGUENAY-LAC ST. JEAN	M		9,713	45.82		14,887	34.86		24,600	30,806	31,996
PROGRES DIMANCHE	SUN		12,316	58.09		22,214	52.02		34,530	49,053	48,849
GRANBY (SHEFFORD CO.)		20,300			32,200			52,500			
LA VOIX DE L'EST	M		9,394	46.28		5,948	18.47		15,342	15,651	15,388
MONTREAL (ILE DE MONTREAL CO.)		974,222			414,078			1,388,300			
GAZETTE	M (M-F)		150,054	15.40		17,804	4.30		167,858	183,078	192,949
GAZETTE	SAT M		202,570	20.79		32,879	7.94		235,449	259,315	268,993
GAZETTE	SUN		142,685	14.65		17,966	4.34		160,651	173,655	
MONTREAL (ILE DE MONTREAL CO.)		1,255,100#			133,200			1,388,300			
LA PRESSE	M (M-F)	#	160,320	12.77		11,284	8.47		171,604	195,799	194,647
LA PRESSE	SAT M	#	237,931	18.96		22,579	16.95		260,510	305,640	304,700
LA PRESSE	SUN	#	141,475	11.27		11,522	8.65		152,997	175,658	146,981
MONTREAL (ILE DE MONTREAL CO.)		1,158,100#			230,200			1,388,300			
LE DEVOIR	M (M-F)	#			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
LE DEVOIR	SAT M	#			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
LE JOURNAL	M (M-F)	#	216,497	18.69		51,272	22.27		267,769	313,207	319,121
LE JOURNAL	SAT M	#	217,484	18.78		63,302	27.50		280,786	335,598	345,698
LE JOURNAL	SUN	#	200,171	17.28		64,083	27.84		264,254	327,954	337,381
QUEBEC (QUEBEC CO.)		228,700#			43,600			272,300			
LE JOURNAL	M (M-F)	#	58,552	25.60		9,330	21.40		67,882	101,250	104,393
LE JOURNAL	SAT M	#	58,001	25.36		10,719	24.58		68,720	102,481	105,743
LE JOURNAL	SUN	#	51,622	22.57		9,087	20.84		60,709	90,842	92,707
QUEBEC (QUEBEC CO.)		217,900#			54,300			272,200			
LE SOLEIL	M (M-F)	#	70,141	32.19		11,883	21.88		82,024	108,825	111,197
LE SOLEIL	SAT M	#	91,555	42.02		14,347	26.42		105,902	140,096	137,374
LE SOLEIL	SUN	#	56,888	26.11		9,813	18.07		66,701	91,906	88,408
SHERBROOKE (SHERBROOKE CO.)		42,000			65,900			107,900			
LA TRIBUNE	M (M-F)		20,433	48.65		15,228	23.11		35,661	40,034	40,005
LA TRIBUNE	SAT M		24,265	57.77		16,998	25.79		41,263	45,703	45,291
RECORD	M (M-F)		1,768	4.21		3,181	4.83		4,949	6,082	6,123
TROIS RIVIERES (ST. MAURICE CO.)		76,900#						76,900			
LE NOUVELLISTE	M	#	42,350	55.07					42,350	55,212	54,786

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SASKATCHEWAN		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
MOOSE JAW (CEN. DIV. 7)		13,700			7,800			21,500			
TIMES-HERALD	E		8,544	62.36		562	7.21		9,106	9,273	9,370
PRINCE ALBERT (CEN. DIV. 15)		12,400			24,400			36,800			
HERALD	E		7,470	60.24		1,443	5.91		8,913	9,075	9,276
REGINA (CEN. DIV. 6)		66,300#			119,000			185,300			
LEADER-POST	E	#	45,837	69.14		25,467	21.40		71,304	71,910	71,806
SASKATOON (CEN. DIV. 11)		71,000#			26,400			97,400			
STAR-PHOENIX	ALL DAY	#	42,534	59.91		7,973	30.20		50,507	63,319	62,445
YUKON TERRITORY											
WHITEHORSE		5,900			3,206			9,106			
STAR	E (M-TH)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
STAR	FRI E	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

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